REMARKS

In response to the above identified Final Office Action, Applicant has amended

the application and respectfully requests reconsideration thereof.

Amendment of Claims

Claims 1, 11 and 18 have been amended to clarify that a result for a

recommended item includes a first content type that is personalized for a first user and

a second content type that is personalized for a second user.

Claims 3 and 6 have been amended to clarify that a live agent and not an

automated agent is disclosed and claimed.

Claim 7 has been canceled.

Claim 8 is amended to clarify that a client request may trigger the analysis

engine to perform an analysis.

Claims 10, 17, 19, 23 and 25 are amended to improve form.

Claims 26-30 are new.

The above amendments are supported throughout the application. Further,

Applicant believes the proffered amendments have placed the claims in condition for

allowance.

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Response to Claim Rejections – 35 USC § 102

Claims 1, 3-15, 17-23, and 25 stand rejected under 35 U.S.C. § 102(e) as being

allegedly anticipated by Cameron, et al. (U.S. Patent No. 6,202,062).

To anticipate a claim, the reference must teach every element of the claim.

"A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference."

Applicant respectfully submits that the rejection of claims 1, 3-15, 17-23, and 25

under 35 U.S.C. § 102(e) have been overcome and is addressed for the reason that

Cameron does not disclose each and every limitation of the claim 1 of the present

application.

Claim 1 includes the following limitations:

a first service point to retrieve <u>a first content type</u> from the content management system, wherein the first content type is associated with the recommended item and <u>is personalized for a first user</u>; and

a second service point to retrieve <u>a second content type</u> from the content management system, wherein the second content type is associated with the recommended item and <u>is personalized for a second user</u>

The Advisory Action[1], in rejecting claim 1, contends that the above limitation is

anticipated by the following disclosure in Cameron:

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[1] In response to the rejection of claim 1 which appears in the Final Office Action mailed June 2, 2003 please see Applicant's Amendment and Response to the Final Office Action mailed July 11, 2003.

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Figure 10B
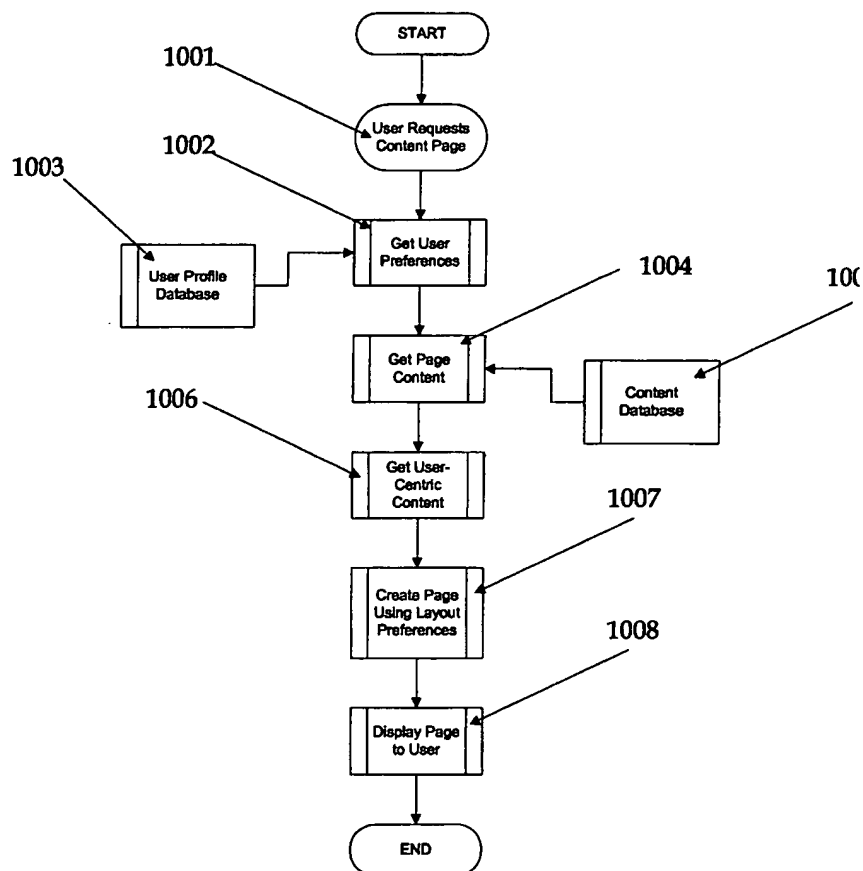
The above figure illustrates a flow chart providing the logic utilized to create a web page. A user requests a content page. The web server gets the layout and content preferences 1002 for that particular user. The web server then retrieves the content 1004 for the page that has been requested from the content database 1005. The relevant user-centric content are then retrieved and formatted into a web page 1007 according to the layout preferences defined in the user profile. The web page is then returned to the client and displayed to the user that requested the web page.

Claim 1 requires a method whereby the content management system is to provide two content types both associated with a recommended item, the first content type to be personalized for a first user and the second content type to be personalized for a second user. For example, a customer may request information regarding a sports car that is analyzed to produce a result that is personalized for the customer (e.g., preferred color, engine size, type of upholstery, etc.). The result further includes a first content type that is further personalized for the customer that includes marketing information (e.g., color photograph) and a second content type that is further personalized for an agent that does not include marketing information but nevertheless includes information regarding the selected sports car (e.g., pricing, etc.).

In contrast, the above figure from Cameron illustrates a flow chart providing the logic utilized to create a <u>single</u> web page. Cameron therefore cannot be said to anticipate the above quoted limitation because the above figure from Cameron illustrates a flow chart providing the logic utilized to create a singe web page and claim 1 requires two content types both associated with a recommended item, the first content type to be personalized for a first user and the second content type to be personalized for a second user.

In summary, Cameron does not disclose each and every limitation of claim 1, as required to support a rejection of this claim under 35 U.S.C. § 102(e).

As dependent claims are deemed to include all limitations of claims from which they depend, the rejection of claims 3-10 under 35 U.S.C. is 102(e) is also addressed by the above remarks, and the amendments contained herein.

Claim 11, as amended, includes the following limitations:

retrieving the first content type by the first service point, wherein the first content type is associated with the recommended item and personalized for a first user; and

retrieving the second content type by the second service point, wherein the second content type is associated with the recommended item and personalized for a second user.

The Office Action, in rejecting claim 11, contends that the above limitation (retrieving the first content type...) is anticipated by the following disclosures in Cameron:

FIG. 15 describes the process for generating the page that displays the agent's current statistics. ....The server then retrieves the formulas 1550 from the content database 1560 that will be used to calculate the user-centric statistics.

Col. 41, lines 12-16.

The Office Action, in rejecting claim 11, contends that the above limitation (retrieving the second content type...) is anticipated by the following disclosures in Cameron:

The system provide Consumer Report-like service that is customized for each user based on a user profile. The system records and provides ratings from users about product quality and desirability on a number of dimensions. The difference between this system and traditional product quality measurement services is that the ratings that come back to the users are personalized. This service works by finding the people who have the closest match to the user's profile and have previously rated the product being asked for. Using this algorithm will help to ensure that the product reports sent back to the user only

contain statistics from people who are similar to that user.

Col. 41, lines 24-34.

The first quote from Cameron describes a process to display statistics. Producing the statistics requires retrieval of the formulas 1550 from the content database. The second quote from Cameron describes producing a consumer report regarding a product identified by a user. Producing the consumer report requires finding people that have previously rated the identified product. The consumer report is generated based on statistics obtained from those people with a user profile that comes closest to matching the user's profile.

Claim 11, as amended, requires a first content type that is personalized for a first user and a second content type that is personalized for a second user, the first and second content types being associated with a recommended item. In contrast, the above quotes from Cameron fail to disclose a first content type and a second content type that are associated with a recommended item. Indeed, the first quote from Cameron identifies retrieval of the formulas 1550 which the Final Office Action identifies as corresponding to the limitation "retrieving a first content" (Page 6) and the second quote from Cameron identifies retrieval of user profiles; however, it remains unclear how the formulas 1550 are related to the user profiles. Cameron therefore cannot be said to anticipate the above quoted limitation because Cameron describes retrieval of formulas 1550 and user profiles that are unrelated and claim 11 requires a first content type that is personalized for a first user and a second content type that is personalized

for a second user, the first and second content types being associated with a recommended item.

In summary, Cameron does not disclose each and every limitation of claim 11, as required to support a rejection of this claim under 35 U.S.C. § 102(e).

Independent claim 18 includes a limitation corresponding substantially to the above-discussed limitation of claim 11. Accordingly, Applicant requests that the above remarks and amendments contained herein also be considered when examining these other independent claims for allowability.

As dependent claims are deemed to include all limitation of claims from which they depend, the rejection of claims 12-15, 17, 19-23, and 25 under 35 U.S.C. is 102(e) is also addressed by the above remarks, and the amendments contained herein.

In summary, Applicant believes that all rejections presented in the Final Office Action have been fully addressed and withdrawal of these rejections is respectfully requested. Applicant believes that all claims are now in a condition for allowance, which is earnestly solicited.
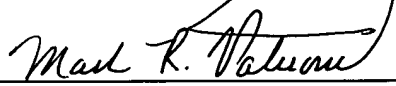
If there are any additional charges, please charge Deposit Account No. 02-2666.

If a telephone interview would in any way expedite the prosecution of the present application, the Examiner is invited to contact Mark R. Vatuone at (408) 947-8200.

Respectfully submitted,

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Dated: ___9/2___, 2003   _Mark R. Vatuone_

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